



# PhotoniCare

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## Company Profile

**Industry Sector:** Medical devices

**Company Overview:** PhotoniCare is developing a suite of medical device products to revolutionize care at the frontlines of medicine. Our first product offering will fundamentally change the way middle ear infections are managed, improving efficiency of antibiotic use and surgical intervention, saving billions of dollars in healthcare costs and drastically improving outcomes.

**Target Market(s):** Major hospitals and clinics



## Key Value Drivers

**Technology\*:** Our ClearView handheld imager can see through the eardrum using harmless near-infrared light, revolutionizing the way middle ear disease is managed.

**Competitive Advantage:** PhotoniCare has a portfolio of licensed granted and pending patents covering the full extent of our product pipeline. Our team consists of world leaders in the field of medical imaging and we are partnered with a premier medical imaging lab.

**Plan & Strategy:** Clinical trials are currently underway in Illinois and Washington, DC. Product launch in 2017.



## Management

### Leadership:

**Ryan Shelton, PhD** | CEO, Founder

- Passionate, experienced leader | technology expert

**Stephen Boppart, MD, PhD** | CMO, Founder

- World-renowned thought leader | prior entrepreneur

**Ryan Nolan, MEng, CCRP** | Dir. Clinical Dev., Founder

- Clinical design and execution expert | 3D modeling expert

**Wei Kang, PhD** | Director of Research & Development

- Product development experience (St. Jude Medical)

**Gary Durack** | Business Development Executive

- Seasoned entrepreneur | sold previous company to Sony

### Scientific Advisory Board:

**Andrew Thorrens** | Head of Reimbursement, Allergan

**Michael Novak, MD** | Key opinion-leading otologist



## Product Pipeline

**1. Product One:** High-performance 3-D imaging device for non-invasive visualization of the middle ear to facilitate diagnosis and management of many middle ear diseases.

**2. Product Two:** Low-cost diagnostic imaging device to improve diagnosis and management of *otitis media* in general physician's office and pediatric environments.

**3. Product Three:** Low-cost diagnostic platform capable of imaging a range of tissue sites with one simple device in the general physician's office environment.

